

## Customer Testimonials

“The Allegiance feedback system has saved us 70 percent over manually handling feedback ourselves ... Allegiance Engage saves us hundreds of thousands of dollars a year, as well as giving us an improved ability to build relationships with customers.”

**Erica McIntire, SVP and Director of Marketing Communications**  
Vectra Bank

“Implementing the Allegiance feedback system has helped Zions Bank put into practice our philosophy of placing customers and employees front and center. Success in this area has had a very positive impact on our bottom line.”

**LeAnne Linderman, EVP of Retail Banking**  
Zions Bank (NASDAQ: ZION)

“Allegiance Employee Feedback and Engagement Solutions quickly helped us identify employee concerns and gave us the tools to track and resolve these issues. We’ve experienced an overall improvement in employee attitude, and work effort has never been better. We’re also excited about our cost savings due to decreasing turnover from 38% to just 18%.”

**Marshall Paepke, HR Director**  
Mountain America Credit Union

“We have industry leading satisfaction scores as a result of our best practices, and the Allegiance Engage solution is a critical element of that success.”

**Monica Olaff, Patient Relations Manager**  
Robert Wood Johnson University Hospital Hamilton

“We use Allegiance to gather automated product feedback and suggestions from our customers. The value comes in the ease of use and depth of content we’re able to capture. Our products are more aligned with what our customers want and as a result we sell more and have fewer complaints. We can’t live without it!”

**Dave Nelson, Marketing Manager**  
Xactware

“The Allegiance feedback system has helped us communicate better with our customers than ever before. Our customers value the ability to share their thoughts with us at almost every point of contact. This allows me to retain customers — not just customer data.”

**Bruce Miller, AVP Electronic Financial Services**  
Bank of American Fork

“We now enjoy stronger relationships with our physicians-including more referral business, as a result of our success with the Allegiance feedback system.”

**Tad Morley, Administrator**  
Mountain View Hospital

“With Allegiance, we’ve been able to significantly enhance patient satisfaction and overall service quality. Our staff now has immediate insight to issues and areas of concern — a huge advantage when ensuring patient happiness.”

**Monica Olaff, Patient Relations Manager**  
Robert Wood Johnson University Hospital

## Customer Testimonials

"The reporting capabilities of the Allegiance System give me visibility into what is happening on the front-lines of the bank. Rather than make decisions based on anecdotal information, I can now base them on real-time customer feedback that I can see for myself."

**George Hofmann, EVP Retail Banking**  
**Zions Bank (NASDAQ: ZION)**

"Allegiance gives us tools to put the customer first. We use them to be more competitive, build a more loyal following, and grow our business faster,"

**Sara Biggio, AVP Marketing**  
**Extraco Banks**

"Our brand has been ranked the strongest (#1) among all U.S. Credit Unions of \$1 Billion or greater, by Bancology, an independent Think Tank in the financial industry. So, we care a great deal about our brand. We also know that our reputation among our 315,000 members is critical to maintaining our brand strength. It makes sense then that we want to know what our members think and how they feel about us. That's where Allegiance plays a huge role. Allegiance's MemberVoice and MemberPulse are vital, easy-to-use links to and from our members. These solutions let us know how we are doing in keeping our brand shining—or not. I can't say enough about how critical the Allegiance products and reports are to us in managing our brand strength."

**Brent Lawrence, Sr. Vice President**  
**Mountain America Federal Credit Union**

"The Allegiance Engage platform gives us a very effective set of tools to understand member and employee satisfaction, advocacy and purchase intent. It helps us better align our products and internal processes with member and employee needs."

**Melissa Wegner, Market Research Manager**  
**Texans Credit Union**

"Allegiance helps us listen and respond to the voice of our customers, which is having a tremendous impact on our ability to meet the needs of our customers."

**Melanie Jones, E-commerce manager**  
**Ultradent**

"The Allegiance system has provided us with valuable insights about our employees and our organization. I am a firm believer in it."

**Pat Lewis, VP & Training Officer**  
**Chesapeake Bank**

For more information, visit [www.allegiance.com](http://www.allegiance.com).  
To demo a product or contact Allegiance Sales,  
call 801.617.8000.